Logic Model

The logic model depicts the Theory of Change in greater detail. It illustrates how the outcomes, or results, being driven change over time. The short term outcomes are most directly linked to Fair Trade USA’s activities and investments, while interim and longer-term outcomes build in a non-linear manner on earlier outcomes. Moving from short-to-longer term, outcomes become less directly attributable to Fair Trade USA’s activities and investments—recognizing how fair trade programs are implemented within complex environments where there are many factors contributing to system change.

System-Wide Impact Goals

- Resilient & Sustainable Communities
  - Community Well-Being
  - Community Development
  - Community Empowerment
- Prosperity
  - Workplace Well-Being
  - Individual Well-Being
- Mutually Beneficial Trade
  - Ethical Supply Chains
  - Strong & Successful Businesses
  - Sustainable Resource Use
  - Environmental Stewardship
- Conscious Consumption
  - Fair Pricing/True Costing
  - Consumer Purchase Loyalty
  - Consumer Advocacy

Long Term Outcomes
- ~7 to 10+ years
  - Community Action/Infrastructure
  - Social Capital
  - Knowledge Transfer
  - Gender Equity
  - Leadership
  - Income Diversification
  - Individual Empowerment
  - Protected Environments
  - Environmental Management
  - Safe and Secure Workplace
  - Resource Efficiency
  - Efficiencies in Production
  - Income Stabilization
  - Supply Chain Transparency
  - Brand Advocacy
  - Growth of Fair Trade Brand
  - Reputation & Association
  - Consumer Understanding
  - Consumer Purchase Intent
  - Accessible Products

Interim Outcomes
- ~3 to 7 years
  - Community Organization
  - Fair Trade Premium Project/Payout
  - Fair Representation
  - Increased Education
  - Gender Awareness
  - Legally Required Wages and Benefits
  - Credit Access
  - Marker Mgmt Dialogue
  - Environmental Awareness
  - Transparency in Sourcing/Sales Agreements
  - Transparency in Labor Agreement
  - Market Access & Linkage
  - Supply Chain Investments
  - Audit Compliances
  - Brand Engagement
  - Consumer Awareness
  - Consumer Passive Purchase

Short Term Outcomes
- 1 to 3 years
  - Fair Trade Committee
  - Program Participants and their Community
  - Program Participants
  - (Farmer, Worker, Fisher) and their Families
  - Retailers, Brands, Traders, Cooperatives, Factory Owners/Mgmt, Certificate Holder

Outputs
- Fair Trade Committee
- Fair Trade Program Participants
- Certificate Holder
- Fair Trade Premium Dollars
- Fair Trade Minimum Price Paid
- Fair Trade Products
- Fair Trade Business Partners
- Fair Trade Certified Product Sales
- Fair Trade Certified Consumers

STRATEGIES & ACTIVITIES
- Operational Excellence
- Consumer Engagement
- Education
- Capacity Building
- Monitoring & Evaluation
- Research
- Stakeholder Engagement
- Model Innovation
- Fair Trade Industry Advocacy
- Business Development
- Certification
- Supplier and Supply Chain Services
- Fundraising/Development
- Auditing
- Data Collection
- Fair Trade Campaigns
- Brand Development

RESOURCES & TOOLS
- Fair Trade Staff
- Fair Trade Standard
- Technology
- Grants/Donations
- Strategic Partnerships

Guiding Principles
- RESPECT • LONG TERM VIEW
- START
- INTERCONNECTEDNESS • TRUST